TEXAS STUDENT MEDIA APPLICATION FORM
STUDENT BOARD MEMBER FROM MOODY COLLEGE OF COMMUNICATION

This application and supporting materials must be submitted to the TSM Business Office (HSM 3.200 / William Randolph Hearst Building, 2500 Whitis Avenue) by Monday, August 17, 2015 at 12:00 p.m.

Applicants will be appointed at the TSM Board meeting scheduled for Friday, August 21, 2015 at 1:00 p.m.

Please plan to attend and discuss your application with the Operating Trustees.

Applicant Information

Forrest N. Wolfe
Name

fnw89
UT EID

forrest.wolfe@utexas.edu
Email Address

Public Relations
Major

Applicant Attestation / Authorization for Release of Information

1 I will be enrolled as a UT-Austin student for at least 9 hours during the long session.

2 By the start of my term of office, I will (if an undergraduate) have completed 12 hours at UT-Austin with a GPA of at least 2.0 or (if a graduate student) have completed 9 hours at UT-Austin with a GPA of at least 3.0.

3 I am enrolled in the College of Communication and will have completed 12 hours of College of Communication courses by the start of my term of office.

4 I will not hold a paid or regularly scheduled position at Texas Student Media or its media units during my term of office.

I certify that to the best of my ability I have given true and accurate information concerning my scholastic and experience qualifications, and hereby grant permission for the Office of the Director, Texas Student Media, to verify said information. Further, I understand that this information will be provided to the TSM Board of Operating Trustees and will become part of the public record of TSM.

Signature of Applicant

Date

07/24/15

It is recommended that you include supporting materials such as a résumé and a personal statement outlining your qualifications and goals.
To the Texas Student Media Board of Operating Trustees,

I'm submitting these materials in order to apply for a student member position on the Texas Student Media Board of Operating Trustees for the 2015-2016 term. I found out about this opportunity through a mass email from my academic advisor in the Moody College of Communication. As a young student pursuing an education at the University of Texas at Austin, I believe that this position can give me an invaluable experience to represent my fellow students in the Moody College of Communication and colleagues who interact with TSM properties.

I believe that I'm qualified for this position due to my experience as a student leader on campus and my drive to seek out new and unique opportunities.

I'm a rising junior earning a B.S. in Public Relations here at UT Austin, and I'm very passionate about entering the field of communications. I've been involved with organizations like the Senate of College Councils, Student Government, Communication Council, PRSSA, Texas Blazers, and the First-Year Experience Program. I currently serve on the search committee for the new Moody College of Communication Dean. For a short time, I was also a writer for the Daily Texan.

I've also worked for organizations and institutions like Make-A-Wish Foundation, Shelton Interactive and the University of Texas at Austin, where I performed a wide variety of tasks ranging from recruiting and talent acquisition all the way to calling and interacting with dozens of donors every day.

With my skillset and eagerness to serve, I'm confident that I'm a versatile and qualified candidate for a student member seat on the TSM Operating Board of Trustees.

Thank you very much for this opportunity, and I hope that you all will consider me for the position.

Best wishes,

Forrest Wolfe
Forrest N. Wolfe
forrest.wolfe@utexas.edu • (832) 729-4884
2406 Rio Grande St. Apt. #134 • Austin, TX 78705

EDUCATION
University of Texas at Austin • Austin, TX • 2013 - Present
Bachelor of Science (B.S.) in Public Relations
Cumulative GPA: 3.20
Moody College of Communication • Stan Richards School of Advertising & Public Relations

Cypress Creek High School • Houston, TX • 2009-2013
Ending GPA: 3.95, summa cum laude

EXPERIENCE
Shelton Interactive – Assistant Publicist; Austin, TX
Digital marketing and public relations firm
• Managed media pitching, blogger outreach, press requests, media relations, and all publicity affairs with the PR team
• Strategized diverse and unique publicity campaigns to ensure client satisfaction
• Collaborated with the social media team and web development team on project strategies in order to deliver innovative and effective public relations services

Make-A-Wish® Central & South Texas – Development Intern; Austin, TX
501(c)(3) non-profit organization
• Aided the regional office with communications, community outreach, development, fundraising, and special event planning
• Overlooked all press releases, publicity requests, social media campaigns, and media collaboration
• Assisted the Wish department with the planning and implementation of local wishes

The University of Texas at Austin – Communications/Recruitment Associate; Austin, TX
College of Natural Sciences, Career Design Center
• Managed social media for the department and designed promotional material
• Overlooked on-campus recruitment and talent acquisition by approving jobs, contacting employers and setting up information sessions
• Aided in planning large-scale events, including seasonal college career fairs

The University of Texas at Austin – First-Year Interest Group Mentor; Austin, TX
College of Undergraduate Studies, First-Year Experience Office
• Directed a cohort of 18-25 freshmen and organized educational/social activities in order to help the students become better acquainted with each other, faculty, and the UT community

Concan Pies – Manager; Concan, TX
Seasonal family business
• Assisted in developing a product line of homemade pies, cakes, and desserts
• Managed operational aspects of the business including finances, sales, advertising, marketing, customer service, and maintenance

ACTIVITIES & EXTRACURRICULARS
Texas Blazers – Vice-Chair of Public Relations
• Helped serve the University of Texas at Austin and city of Austin community through active volunteerism and the upholding of spirit, tradition, leadership, and brotherhood

Communication Council – Member, Multimedia Committee
• Helped serve as the official voice for students in the Moody College of Communication
• Worked towards bridging the gap between faculty, alumni, and current students of the college

Senate of College Councils – Director of Public Relations and Outreach
• Helped serve as the official voice for students in academic affairs at The University of Texas at Austin
• Managed university-wide outreach efforts, developed strategies for student involvement and engagement, solicited feedback on policies, and aided with increasing the presence of Senate on campus
• Responsible for press releases, branding, and all aspects of media communication for the organization
• Served on Student Library Council (2014 - 2015) and Moody Dean Search Committee (2014 - present)

Election Supervisory Board – Member, Secretary
• Charged with conducting and overseeing all student elections for the 2015-2016 season

The Daily Texan – Life & Arts Columnist
• Reported on and wrote weekly columns for the University of Texas at Austin newspaper

PRSSA (Alan Scott Chapter) – Member

HONORS
• Communication Dean’s List (University Honors)
• George and Mary Josephine Hamman Foundation Scholar
• Joan M. Finegold Scholarship Recipient
• Ronald Reagan Presidential Leadership Award
• Cypress Creek HS Mark of Excellence Recipient

ADDITIONAL INFORMATION
Software Skills: Microsoft Office, Adobe (Ps, Id, Ai, Fw), Apple (Final Cut Pro), Cision/Vocus, Mailchimp, Piktochart, Constant Contact, FileMaker Pro, PR Newswire, Social Mention, Hootsuite, Klout, Sprout
Languages: English (Fluent), Spanish (Basic)
Work Eligibility: Eligible to work in the U.S. with no restrictions
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Please plan to attend and discuss your application with the Operating Trustees.

Applicant Information

William Neil Smith
Name

wns.272
UT EID

williamneils@utexas.edu
Email Address

Public Relations/ BFP
Major

Applicant Attestation / Authorization for Release of Information

1. I will be enrolled as a UT-Austin student for at least 9 hours during the long session.

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Signature of Applicant: [Signature]
Date: 8/6/15

It is recommended that you include supporting materials such as a résumé and a personal statement outlining your qualifications and goals.
Monday, August 3, 2015

TSM Board of Operating Trustees
Texas Student Media
The University of Texas at Austin
P.O. Box D
Austin, Texas 78713

Dear TSM Board of Operating Trustees:

My name is William Smith and I am very interested in becoming a student member for the Board of Operating Trustees of Texas Student Media for the 2015-2016 term. As a fourth year public relations major and business foundation student I can contribute knowledge of public relations management efforts and as a former Student Representative on the Board of Directors for the Camille Lighter Theater, experience in working with a board to jointly oversee the activities of the organization.

As a major in public relations I have developed the skills to focus on strategic thinking, professional writing, ethical practice and innovative use of new media to prepare myself to become a professional communicator. Professionally, I want to use these skills to advocate for an organization that I feel strongly about through shaping public perception of the organization and increasing awareness of its works and goals. Through my experiences and education I plan to work toward the management of a performing arts entity. I would appreciate the opportunity to get hands on experience in operating TSM’s assets and contracts for the benefit of the University community.

In addition, I was fortunate to have the opportunity to serve as a Student Representative on the Board of Directors for the Camille Lighter Theater, an opportunity that has given me the experience in overseeing an organization day-to-day functionality as well as experience in the management of a performing arts entity.

I would appreciate the opportunity to learn more about the position in addition to learning more about the media organizations whose fall under TSM. Please contact me at williamneils@utexas.edu for future correspondence. I look forward to hearing from you. Thank you for your consideration.

Sincerely,

William Neil Smith
WILLIAM NEIL SMITH  
williamnels@utexas.edu  
715 West 22 ½ Street Apt 206 • Austin, Texas 78705 • (956) 778-3174

EDUCATION
The University of Texas at Austin  Major: Public Relations Minor: Business Foundations  May 2016
DIS – Danish Institute for Study Abroad  Academic Program: Cross-Cultural Communication  August 2014 – December 2014

WORK EXPERIENCE
Texas Performing Arts  January 2015 – Present
Campus and Community Engagement Student Assistant
• Assist Campus and Community Engagement department in planning, logistics, and implementation of master classes, workshops, and lectures for over 15 major events each semester
• Create marketing materials such as event signage, promotional literature and personal correspondence
• Maintain webpage by generating new content and archiving old
• Act as representative for Texas Performing Arts, which manages five performing arts venues including Bass Concert Hall

The University of Texas at Austin Office of Admissions  December 2013 – Present
Senior Student Ambassador, Group Visit Assistant
• Lead campus tours and university-sponsored recruitment events, with over 35,000 visitors per year
• Answer questions regarding admission to the university on state wide outreach program and student panels
• Distribute marketing materials to prospective students, guests, organizations and those interested in the university
• Assist the Group Visit Coordinator in facilitating group visit requests for the Office of Admissions

The Long Center for the Performing Arts  May 2014 – July 2014
Marketing Intern
• Assisted with developing and executing marketing strategies for promoting performances, program and services
• Coordinated outreach efforts to local businesses and organizations
• Wrote press releases, media alerts, mass email communication, blogs and social media posts
• Assisted in planning and executing special events centered around the All Summer Long series of free programming

LEADERSHIP EXPERIENCE AND ACTIVITIES
Camille Lightner Playhouse – Head Student Director of Summer Workshop  Summer 2009 – Summer 2013
• Supervised 200 students 6-16 years old in two four-week long sessions focusing on theatre fundamentals such as acting, singing, choreography, stage craft, set painting, and costuming
• Directed four theatrical productions over the eight-week session

Camille Lightner Playhouse – Board of Directors Student Representative  July 2009 – June 2012
• Served as the representative for the 1000+ youth of the non-profit Camille Lightner Playhouse Theater community
• Organized six yearly fundraisers to fund shows that totaled over $50,000 - $70,000 each year
• Coordinated several outreach events to increase the theater’s visibility in the community

CLASS PROJECTS
Strategic Media Plan, The University of Texas at Austin  May 2014 – July 2014
Team Member – Hooked on Media
• Researched the assigned client and given location to determine a target market for strategic media planning
• Created and pitched media plan focusing on objectives, communication platforms, strategies, budget and scheduling logistics with a goal set to reach 50% of target market
• Awarded Best Overall Campaign – Summer 2014

HONORS
• DIS International Scholar  Fall 2014
• University Honors
• UGS Planning Scholarship  Spring, Fall 2013  February 2013
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Applicant Information

Victoria Othold
Name
victoriaothold@utexas.edu
Email Address

va0203
UT EID

Advertising
Major

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[Signature]
Signature of Applicant

8/15/15
Date

It is recommended that you include supporting materials such as a résumé
and a personal statement outlining your qualifications and goals.
Personal Statement

This fall semester I will be an incoming junior and I am eager to become much more involved with not only my Advertising groups and activities but with the Moody College as a whole. I currently am a member of three honors associations, two of them being academic fraternities on campus. I have maintained a strong GPA with it currently being a 3.6 and have been on the dean’s list both semesters of my sophomore year.

After completing many Advertising classes in Moody and prerequisite classes outside of the college, I have become very familiar with my classmates and peers and believe that I have a qualified representation of the students of my major. I am also an avid member of a spirit group on campus, Texas Royals. Through this group I have been able to embrace many others that come from various colleges across the UT campus through which I have come to develop a personal understanding of the goals and needs of the students that make up the forty acres. I know that being a member of the student board for Moody College will be a great opportunity for strengthening teamwork success and group decision-making as well as social interaction. Serving my school, my major, and my peers while learning so much valuable skills is what makes the student board so appealing to me and I would be grateful for the opportunity.
Victoria Othold
15818 Eldora Springs Court, Houston, TX 77070
victoriaothold@me.com
Ph: 832-628-3658

Professional Summary
Accomplished and energetic student with a successful history in digital and traditional arts. Motivated to combine my passions with the marketing world to optimize success. Possessor of excellent communication and time management skills who is capable of handling tasks with accuracy and efficiency.

Skills
• Great Communicator
• Skilled in Adobe and MS Office Programs
• Expert in Customer and Personal Service
• Great in Critical and Creative Thinking
• Punctual and Excellent in Time Management Skills
• Fast Learner and Determined
• Talent for the Arts that is Frequently Used

Experience
Nursery Teacher
Lakewood United Methodist Church
Jun 2015-Present
Tomball, TX
• Attend to children’s basic needs by feeding them, dressing them, and changing their diapers.
• Prepare materials and classrooms for class activities.
• Attain skills necessary to identify the signs of emotional and/or physical problems and report.
Retail Assistant
Annie’s Metal and More
May 2015-Present
Spring, TX

Guest Service Specialist
2015
Santikos Silverado IMAX
Tomball, TX
• Handle customer questions and complaints in persona and over telephone.
• Provide detailed information to guests about film and theatre concerns.
• Manage sales ranging from tickets to concessions and restaurant items.
• Maintain a clean and healthy environment within each auditorium and lobby.

Manufacturer
Feb 2013-Aug 2013
Terri K. Designs
Tomball, TX
• Monitor various designs and prepare for reproduction.
• Organize stock and prepare for shipment.
• Act as consultant to head designer and owner.
• Integral insight into small business productions.
Education

Bachelor of Science: Advertising
May 2017
University of Texas, Austin, TX

- In addition to Advertising, pursuing a minor in Eastern European, Slavic and Eurasian Studies and a certificate in Business Foundations.
- Achieved Dean’s List recognition the past two semesters and a member of Alpha Lambda Delta and Phi Eta Sigma honor societies as well as National Society of Collegiate Scholars.
- Avid member of Texas Royals, a philanthropic and spirit organization that raises funds for the Daryl K Royal Alzheimer Association. Participation in Dodging for DKR Fundraiser led to earning over $1,000 for research.

High School Diploma
Klein High School, Spring, TX

- Graduated top 7% of class. Ranked 61 in graduating class of 822.
- Member of National Honor Society and President of National Art Honor Society for two consecutive years, Vice President of Literary Club for two years.
- Completed 7 AP courses and 2 Duel Credit courses resulting in AP Scholar Awards.

Community Service

- Member, Junior Guild, a Charity Organization serving Harris County, Served on the Executive Board as Yearbook/Historian, 2011-2013
- Volunteer, Pearl Fincher Museum of Fine Arts, 2011-2013
- Volunteer, Explore UT, 2013-2015
- Member, Texas Royals Philanthropy Event Host, 2013-2015

Achievements

Created logo designs for the Bearkat Bash, an annual high school fundraiser, and small start-up bakery business, Kip’s Cocktail Cakes. Contributed to ENI Petroleum for Christmas fundraiser art and jersey designs used by riders in MS 150. Commissioned by regiment of U.S. Marines to create memorial piece for reunion event held in the Alamo, the piece now hangs in library at Marine base in Quantico, VA.

References
Terri Saxton, 832-851-5350
Courtney Walton, 713-826-8349
Jill Guettler, 281-797-1929
Anne Deering, 713-705-3225